

ADVANCE INFORMATION

FOR

EXHIBITORS OF LIVE STOCK

AT THE



PANAMA-PACIFIC
INTERNATIONAL EXPOSITION

SAN FRANCISCO

1915

DIVISION OF EXHIBITS

DEPARTMENT OF LIVE STOCK

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GOVERNMENT OF PANAMA
INTERNATIONAL EXPOSITION CO.

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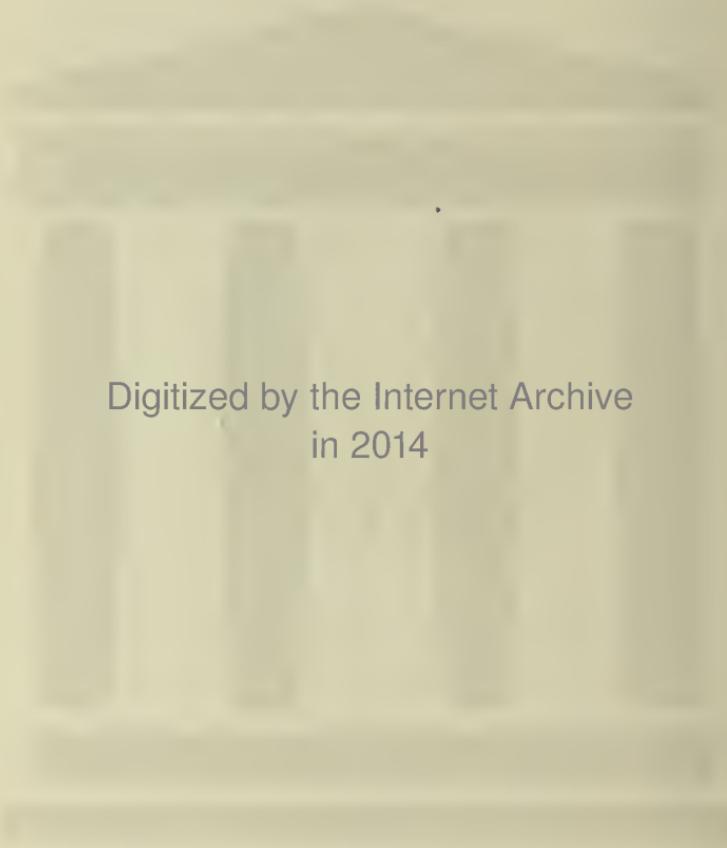
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THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION

to be held at San Francisco in 1915 will be of exceptional interest to the visitor and unusual inducement to the exhibitor. There are three reasons for the truth of this statement; one is the far-reaching educational value, arising from the extraordinary activities which have been evidenced during the last decade in every branch of production, education, science, industry and art throughout the world; another is the completion of the Panama Canal, with the accompanying development of old and the inauguration of entirely new routes and zones of commerce which its opening will mark. This must give to the event a degree of world-wide importance far exceeding that connected with any similar achievement in history. The discovery of America; of the trade routes around the Horn and the Cape of Good Hope; and later the construction of the Suez Canal, each mark an era of momentous importance in the development of the world's commerce. But all of them—even the last—occurred at a time when there was a wider scope for developing new territories, when modern competition for new markets had not yet reached the present tension, which must, of necessity, even be increased by the opening of the Panama Canal, marking it as one of the most important events—if not the most important—in the commercial history of the world; and by the Exposition which will worthily celebrate that event so productive of universal benefit, for it will be held under conditions in relation to new activities of commerce such as have never before presented themselves, and in all probability will never occur again. Still another reason is that the Exposition is abundantly financed, the people of California having provided \$17,000,000 for Exposition purposes. At the time this is written 27 foreign governments have accepted invitations to participate. A majority of the States of this country have arranged to be represented. Other countries not yet definitely included will doubtless answer present when the roll is called at San Francisco in 1915.

The Exposition Area

The area on which the Exposition will stand contains 635 acres, at the northern end of San Francisco Peninsula, with a frontage of two miles on San Francisco Bay, and an average depth of half a mile.

The general building scheme will form, as it were, a triptych, composed of three elements, which, though distinct in detail, will blend into the general harmonious characteristics which will govern the whole.

Viewed from the Bay, to the east will stand the sixty acres of Amusement Concessions, to the west will be grouped the buildings of the States of the Union and the Foreign Government Pavilions, while the fourteen vast palaces, in which the various exhibits will be displayed, will form the center of the triptych.

The general impression of this central group will be that of a vast enclosed palace. The walls will be pierced only by the superb entrances, with their imposing archways, making the approaches to the interior courts, the introduction of which marks an important departure in Exposition architecture.

These great courts, three in number—the Court of the Four Seasons, the Court of the Sun and Stars, and the Festival Court—will, in their extensions, pierce the great central quadrangle from the richly planted Grand Esplanade on the north to the wonderful semitropical garden, or Alameda, on the south. Their walls will be formed by the different exhibit palaces and their peristyles, while interconnecting smaller courts will be made use of as a means of additional communication.

West of the Exhibit Palaces and the buildings of the States of the Union and the Foreign Government Pavilions will be located that part of the Exposition grounds devoted to the Live Stock Buildings, a Hall of Congresses for live stock and agricultural meetings, the race track, the aviation grounds, and the space on which will be given drills, cavalry horse contests and athletic events. It is planned to have the Live Stock Buildings constructed more from an exhibition standpoint than in keeping with a farm utility plan. The vast rows of barns which have characterized the Live Stock Department at other Expositions will be avoided, and, as near as possible, each separate section will be shown under a single roof, thus giving to live stock the same treatment that is accorded other Exposition exhibits.

Such a building plan makes possible an architectural arrangement, which, while possessing the all-important attribute of compactness, will in no way be lacking in safety, architectural dignity and beauty, and suitable perspective of landscape. The introduction of the principle of the courts will provide the easiest, most direct and most inviting method of intercommunication between the Exhibit Palaces and other parts of the Exposition which it is possible to devise.

Changes in Producing Territory

Perhaps the most significant result of the opening of the Panama Canal the contemporaneous event that is celebrated by the Panama-Pacific International Exposition, will be the change in the destination of those who migrate, which will result in the opening up of new lands for live stock production and an increased attention to animal husbandry in all of its branches in vast territories that are now devoted largely to grain production and to the practice of dry farming.

In the western part of the United States irrigation is rapidly changing desert land into intensive farming enterprises. The bonanza farmer has been made to realize that a system of soil mining does not permit of a permanent agriculture. Farmers engaged in horticulture are also going into the live stock business. This means that the use and demand for pure blooded live stock and good poultry will increase rapidly and will insure to the exhibitor of quality specimens at San Francisco, 1915, a ready sale at good prices of everything he may have put on display.

The long-established importance of the live stock, dairy and poultry industries in the European countries, the devotion of succeeding generations of families to the production of types, and the participation in live stock shows and exhibitions by rich and poor alike, renders the Department of Live Stock one of keen interest. With few exceptions, this country looks to the older European countries for its herd and flock foundations, and individual breeders, as well as societies and associations representing the breeds, will surely participate in an event which will offer such potentialities of advertising and sale. Australia and New Zealand look to live stock as their leading industry, and correspondence already received gives assurance of active participation by individuals, firms and associations.

The countries of the Orient are going in extensively for dairying and swine-raising. Mutton and beef production are beginning to receive considerable attention in the countries along the western shores of the Pacific. Central and South America are steadily increasing their importations of blooded live stock, and the purchasing power of the markets of these countries for pedigreed animals and modern poultry cannot be overestimated.

Live Stock

The great renewal of interest in live stock production all over the world is traceable to two causes—the decrease in supply, and the realization that the continuity of agriculture depends upon the restoration to the soil of the fertility

that is incident to live stock production. The leading source of income to the farmers of the United States and to a majority of those engaged in agricultural pursuits everywhere, is the selling of animals and poultry off the farm. It is therefore meet and proper that live stock should receive a large share of recognition at San Francisco in 1915. Human life itself is so closely interwoven with the production of animals for purposes of utility and with the output of the dairy and the poultry yard, and there has been such marked progress along these lines, that no more significant lesson can be spread for the study of mankind.

The Live Stock Department was one of the first created and actively launched. Because of the time necessary for the breeding and production of types suitable for universal competition, much active work has already been done in every country where stock farming is a part of agriculture, the purpose being to bring out a representative display of horses, cattle, sheep, goats, poultry, pigeons, pet stock, dogs and cats. Countries that have heretofore not been represented at world's expositions in a showing of live stock will exhibit at San Francisco.

Prizes

The Exposition Company has set aside \$175,000 to be used in cash prizes, and the group division of this amount will be as follows:

Horses	\$50,000
Cattle	50,000
Sheep and goats.....	25,000
Swine	25,000
Poultry, pigeons and pet stock.....	12,500
Carloads of cattle, sheep and swine.....	7,500
Dogs and cats.....	5,000

Supplemental cash premiums and trophies of plate, diplomas, etc., are being offered by clubs, societies and associations representing the various breeds of live stock and poultry, and a number of the States and countries will set aside part of their participation funds to pay shipping expenses and to duplicate premiums that may be won by their live stock at San Francisco. It is safe to estimate that the grand total of all the premium money to be distributed at San Francisco for live stock and poultry will be greater than ever before offered. Societies, clubs and associations, at the time this is written, have set aside supplemental premiums, as shown below. In many instances these are but preliminary and will be largely

added to after their annual meetings. A number of the organizations, representing the various sections of the live stock industry have not yet taken action, but have indicated that they will do so either this year or next. Definite offers are as follows:

American Hereford Cattle Breeders' Assn.....	\$1500	minimum
American Guernsey Cattle Club.....	500	
American Trotting Register Assn.....	1000	
American Association of Importers and Breeders		
of Belgian Draft Horses.....	2000	minimum
Continental Dorset Club.....	500	
American Hampshire Sheep Breeders Assn....	1000	
American Rambouillet Sheep Breeders Assn...	1000	
American Cotswold Registry Assn.....	500	
American & Delaine Merino Record Assn....	500	
American Shropshire Registry Assn.....	500	minimum
American Berkshire Assn.....	2000	
American Hampshire Swine Record Assn....	3000	
American Yorkshire Club.....	500	
American Poland-China Record.....	3600	
Chester White Record Swine Assn.....	1000	
Belgian Draft Horse Society (Belgium).....	8000	

(Official confirmation of the offer made by Belgian Draft Horse Society has not been received.)

Competitions

The time for holding the breed competitions will be in the months of October and November, 1915. The arrangement of the show periods in the several groups will be about as follows: Horses, mules and asses, twelve days—perhaps the first twelve days of October; cattle, twelve days, from the 14th of October to the 25th of October; sheep and swine, twelve days, from the 27th of October to the 7th of November. Poultry, pigeons and pet stock will be arranged to extend over a period of about twelve or fourteen days, devoting three or four days to each of the three classes embraced in this group; carloads of live stock, from November 8th to November 12th; dogs, from November 15th to November 18th; cats, from November 21st to November 24th. The arrangement of dates herein is subject to adjustment and change, but the exhibitor can be guided in a general way in making provision in accordance with the outline herein given.

Space and Entries

There will be no charge for space, stall rent or entry. The Exposition will provide suitable accommodations for such exhibits of live stock as may be accepted, without charge. Expert committees representing poultry, pigeons, pet stock, dogs and cats will make a special arrangement for receiving, caging, feeding, caring for and returning exhibits under the five heads mentioned, charging therefor a nominal fee. Ample facilities will be provided for the distribution of feed and water. Forage and grain of good quality will be available to the exhibitors at reasonable prices at warehouses conveniently located. Exhibitors may bring with their stock a supply of forage and grain.

Entries on prescribed forms for the several sections must be filed with the Chief of the Department of Live Stock on or before the dates upon which entries will close, as follows: Horses, mules and asses, September 1, 1915; cattle, September 10, 1915; sheep and goats, September 15, 1915; swine, September 15, 1915; poultry, pigeons and pet stock, September 20, 1915; dogs and cats, September 25, 1915; carloads of cattle, sheep and swine, October 1, 1915.

Shipping Facilities—Rates

These include the transcontinental railways, either leading direct to San Francisco or connecting with northern and southern lines. Steamship lines from all the world can utilize, if they see fit, the docking facilities of the bay front of the Exposition grounds. Shipments by rail will be landed in the Exposition grounds and carried on tracks to convenient unloading points. The Exposition Company will arrange a schedule of freight rates, which will reduce to one charge all the usual terminal charges for freight in carload or less than carload lots. Special concessions in rates are being granted, and as soon as the railroad and steamship companies make their decisions the information will be spread broadcast.

Customs—Quarantine

Every facility consistent with the quarantine regulations of the United States Department of Agriculture and the Customs regulations of the United States Treasury will be afforded exhibitors from foreign countries. Special effort will be made to avoid delays and to render simple the details connected with the entry of exhibits from other countries.

Groups

Horses: The great transition through which the production of horses has gone will be exemplified in the display at San Francisco. The production of utility horses was never a more attractive pursuit than at this time, and there is a great unsupplied demand for saddle horses of quality. One of the world's big problems, the production of horses suitable for army remounts, will receive a large amount of attention. There will be an international conference, display and contest incident to cavalry horses, the result of which will make history in the horse world.

Cattle—Dairy: In addition to the regular competition for the breed prizes, there will be a demonstration of advanced knowledge in dairying, a correlated exhibit of dairy products, international conferences for the study of the problems connected with production and marketing, dairy tests, actual exhibits of the type of cow that pays a profit, methods of feeding, systems of handling, and the appliances incident to the dairy industry to be included in a model creamery.

Cattle—Beef: In the beef cattle section there will be shown the use of silage in beef production and the change that has taken place within comparatively few years in types and market ages. The breed competition will be a great feature, and the interest of a number of foreign countries has already been enlisted.

Sheep: The growing call for mutton; the gradual closing in of the ranges; the ever-existing demand for wool, and the change in methods that is taking place in the sheep industry will reach fruition at San Francisco in an international sheep display that will mark an epoch in that industry. The breed prizes will be commensurate.

Swine: Practically every farmer in the world has a knowledge of swine-raising, in which there is a growing interest. Every new agriculturist will include swine-raising in his operations. There are new types and new methods of production which, together with liberal prizes, will make the swine display at San Francisco notable.

Goats: The growth of the mohair industry; the increasing number of milch goats; the use of goats for clearing off timber undergrowth, and the added demand for goat meat will render this section one of importance. No exposition heretofore has given a like amount of recognition to the goat industry.

Poultry: Including chickens, turkeys, ducks and geese, poultry is a billion-dollar industry in the United States; and in other countries of the world it occupies

a like position. No part of agriculture comes in such close touch with the urban and suburban dweller. Liberal prizes, breed futurities, laying contests, standards of perfection, market types of poultry and the production and handling of eggs will be the outstanding features; the growth of the societies and associations incident to the poultry industry will be fully exemplified in this branch of the Live Stock Department. It is confidently expected that the poultry show at San Francisco in 1915 will, from every standpoint, surpass anything before given.

Pigeons: The commercial production of squabs, with its potentialities of supplying the demand for edible flesh, occasioned by the falling off in the supply of the meat-producing animals; the wide spread of the fancy, both in this country and abroad, will be given due consideration both in arrangement of the exhibit and the giving of prizes.

Dogs, Cats and Pet Stock: Both sentiment and usefulness will be considered in the arrangement, in the setting and in the importance of these sections. Adequate prize money, advanced conveniences in showing, fair and broad competitive rules, and the natural appeal to the better side of adult and child will serve to make these branches attractive parts of the animate division of the Exposition.

Judges: Wherever practical the judges will be selected from lists submitted by the Registry and Herd Book Associations of this and other countries. The one-judge system will prevail.

Classification: In nearly every instance the classification will be arranged by the leading associations connected with the herd book and fancy—modern, comprehensive and complete. The complete classification rules and prize list will be prepared and distributed in ample advance of the live stock show.

Special Features

Polo: A series of polo matches, international in character, are in process of arrangement. The race track infield will be matured as a polo grounds, and is ideal for that use. Details of the matches will be published at an early date.

Harness Races: For the first time the performance of the trotting horse will be made a part of international exposition history. Under the auspices of the Pacific Coast Trotting Horse Breeders' Association the Exposition will give two harness race meets, one in the spring and one in the fall, at which there will be offered \$225,000 in stakes and purses. With one or two exceptions, the special stakes included in the grand aggregate of \$225,000 will be the greatest that have ever been offered.

Continuous Live Stock Exhibit

Exposition experts concur in the statement that probably the entire attendance at an exposition is interested in some form of animate life. In order that all the people that pass through the grounds may have the opportunity for study and information, there will be types and specimens of each of the sections embraced in the Live Stock Department on display from February 20th to December 4th, 1915.

The particular breed and type competitions will, of course, take place as hereinbefore outlined, but outstanding quality specimens will be maintained for exhibition purposes throughout the Exposition term. Animals or poultry intended for the competitions will not be expected to arrive until just prior to the dates tentatively given under the head of "Competitions," but this will not, of course, prevent animals which have been on display for a longer period from entering the contests for the cash prizes. This will be the first practically ten months' live stock show ever given.

Conventions and Meetings

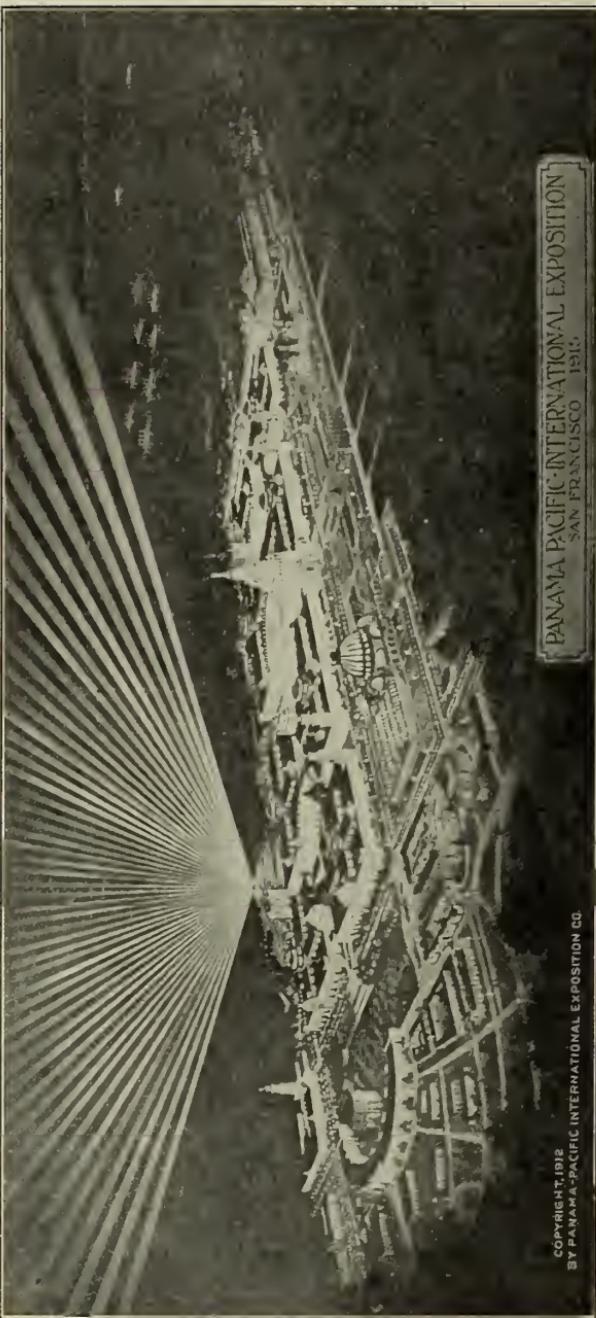
The group plan of buildings in the Department of Live Stock includes a hall set apart for conventions and meetings of organizations interested in the various sections thereof.

Through the medium of the Bureau of Conventions and Societies of this Exposition, arrangements are in progress to bring together at different times, covering the entire Exposition period, the organizations interested in animal husbandry of this and other countries. It is not merely the object to have these associations hold their meetings, formal and informal, during the Exposition, but suitable rooms will be set aside where members of such associations, as individual visitors, may find a convenient meeting place and social club room. These associations will in this way have definite headquarters in the Exposition grounds, to which their mail may be sent, and which will afford a place of congenial surroundings.

Co-operation

The already assured aid and sympathy of representative advisory committees in the various countries in connection with each of the sections of the Department of Live Stock fix the success of the Live Stock display.

Inquiries for information not covered herein will be gladly received and promptly answered.



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SAN FRANCISCO 1915

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